

NOV 20 2007

Appl. No. 09/874,853  
Docket No. 8552  
Customer No. 27752

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-26 (Canceled)

27. (Previously Presented) A method of collecting data from a panelist relating to a product comprising the steps:

a) displaying a virtual image of the product viewable by the panelist, wherein the product comprises an identifiable characteristic;

b) providing a question to the panelist about the identifiable characteristic of the product viewable by the panelist;

wherein the identifiable characteristic of the product is chosen from packaging of the product, location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof;

c) obtaining an answer from the panelist to the question provided the panelist about the identifiable characteristic of the product;

d) eye tracking the panelist with an eye tracking device while displaying the virtual image of the product to obtain eye tracking data from the panelist.

Claims 28-36 (Canceled).

37. (Previously Presented) The method of claim 27, wherein the identifiable characteristic of the product comprises packaging.

38. (Previously Presented) The method of claim 27, wherein the virtual image of the product further comprises shelves, wherein the product is shelved on at least one shelf of the shelves, and wherein other products are shelved on the shelves.

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39. (Previously Presented) The method of claim 38, wherein the identifiable characteristic of the product is chosen from location of the product on a store shelf, arrangement of the product with respect to other products, or combinations thereof.

40. (Previously Presented) The method of claim 39, further comprising the step of providing a reward to the panelist for participating in the data collection.

41. (Previously Presented) The method of claim 27, where the virtual image further comprises a shopping stimulus, wherein the shopping stimulus is chosen from a coupon, sign, banner, advertisement, or combination thereof.

42. (Canceled)

43. (Previously Presented) The method of claim 27, wherein the virtual image is viewable by the panelist at a kiosk, computer, personal digital assistant, cell phone, automobile computer, interactive television, Internet appliance, or combinations thereof.

Claims 44 - 55 (Canceled)